Email 1

**Subject lines:**

* Eight science-backed benefits of going keto
* [First name], is the keto diet right for you?
* [First name], can the keto diet benefit you?

**Body:**

Hey [first name],

If you’re looking to lose fat then you have to try this brand new custom keto meal plan.

To create this service, certified nutritionists, personal trainers, and chefs united to develop keto meal plans that are effective, convenient, cost-efficient, and enjoyable.

Since their launch in January 2019, hundreds of clients have already transformed their figure and health with the benefits a proper keto diet can offer.

Speaking of benefits: in this email, you’ll discover eight scientifically-proven ones offered by the keto diet.

**Benefit #1: the keto diet can help you obtain (and maintain!) a healthy weight**

The keto diet is excellent for losing fat and keeping it off. For example, a meta-analysis of 13 randomized controlled trials concluded that*:*

*“Individuals assigned to a VLCKD [very low carbohydrate ketogenic diet] achieve a greater weight loss than those assigned to an LFD [low-fat diet] in the long term; hence, a VLCKD may be an alternative tool against obesity.”[1]*

What’s more, randomized controlled trials found that the keto diet produces up to three times as much weight loss as a high-carb, low-fat diet.[2-3]

In other words, if you want to lean down but are sick and tired of failing your weight loss attempts, the keto diet may be the key to a slim figure.

**Benefit #2: the keto diet boosts brain function**

When going keto, most people experience an improvement in their brain function and mental clarity.[4-5]

The keto diet supports your brain in various ways and for various reasons. A major reason is that ketosis enhances mitochondrial functioning. [6]

Researchers believe ketosis stimulates the formation of new mitochondria in your brain, especially in your hippocampus. [7] This aids your mental clarity, memory, and energy levels.

**Benefit #3: the keto diet can help manage or even reverse diabetes**

Many studies show minimizing carb intake benefits people with diabetes. In fact, the keto diet was the standard diabetes treatment before the discovery of injectable insulin. [8-9]

Consider the following:

Research published in *Annals of Internal Medicine* found that when type 2 diabetics went low-carb for two weeks, they improved insulin sensitivity by up to 75%. [10]

And another study involving 21 individuals with type 2 diabetes found that seven of them could stop their diabetes medication within 16 weeks of going keto. [11]

**Benefit #4: the keto diet reduces heart disease risk**

While saturated fat and cholesterol are often alleged to clog arteries, these compounds do not cause heart disease. [12-14]

That’s good news for keto dieters because this eating style loads up on high-fat foods such as eggs, nuts, and bacon.

In fact, the keto diet reduces heart disease risk for four main reasons. The keto diet: [15-18]

* Stimulates weight loss
* Elevates levels of the “good” HDL cholesterol
* Decreases blood triglycerides levels
* Reduces blood pressure

**Benefit #5: the keto diet boosts mental well-being**

The keto diet benefits various mental disorders and conditions. For example, research shows the keto diet: [19-22]

* Has an antidepressant effect
* Improves the behavior of children with autism
* May stabilize mood in bipolar disorder patients
* Has cured one case of schizophrenia

**Benefit #6: the keto diet can be therapeutic for various neurological diseases**

These include Alzheimer’s, ALS, Parkinson’s disease, infantile spasms (West syndrome), and epilepsy. [23-26]

**Benefit #7: the keto diet may prevent and fight some types of cancer**

Most cancer cells rely on glucose as fuel, which is why keto diets may help prevent and fight the disease.

For instance, when in-vitro cancer cells only receive ketones and fat for energy, they often die. [27]Plus, various studies show the keto diet helps fight brain cancer. [28-29]

**Benefit #8: the keto diet can improve gut health and bowel disorders**

Many bowel diseases are the result of gut pathogens and infections, both of which rely on glucose for energy.

By minimizing your carb intake, you stave off these infections and pathogens. That’s how going keto diet can improve gut health and treat bowel disease.

**Impressive, don't you agree?  And if you're ready to reap the benefits, you can get your customized keto meal plan for the price of just three movie tickets.**

Click the link below to get started.

=>your clickbank affilite link goes here

Enjoy!

{your name}

**P.S.** Remember that you’re covered by their 100% satisfaction guarantee.

It’s simple. If, for any reason or no reason at all, you’re not delighted with your custom meal plans, you’ll get a full and immediate refund.

In other words, by claiming your custom meal plan today, you have nothing to lose and a lot to gain (except for fat!).

**So, if you want to enhance your health and figure while eating tasty meals you'll look forward to,** [**click here to get your custom keto meal plan.**](http://sodafj)

**References:**

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Email 2

**Subject lines:**

* Proof you can quickly transform your body
* Proof you can transform your body (fast!)
* [First name], proof of keto diet’s efficiency

**Body:**

Hey [first name],

If you’re like most people, you’re at least tickled by the idea of being able to walk around with a lean figure that turns heads wherever you go.

Now, I’m not saying this custom meal plan will sculpt your body into the best shape of your life overnight. It takes time and effort to lose fat and “tone up” your body.

But I will say that they’ve designed this custom meal plan service to help men and women all over the world turn their lives around and take charge of their health and figure.

**To show how effective the meal plans are, here's what *real clients* have to say:**

*“As of today I've lost 35 pounds, I have no hunger pangs and mentally I feel sharp as a pin. This is definitely going to become a 'way of life' for me as it's so easy to follow…*

*“All my meals are planned out for me and I even get a downloadable shopping list with all the ingredients I need for the weekly shop so it really is a doddle.”*

–Katy Thompson, UK

*“I'm 4 weeks into my custom keto diet plan and I've lost 14 pounds which I must say is pretty incredible, it's actually amazing watching my body transform into something I am actually proud of rather than something I have always tried to cover up.”*

–Jessica Grey, US

*“I've struggled with my weight my whole life and it's safe to say that I've tried a LOT of diets... The Keto diet is the only one I've managed to stick to and the weight is literally melting off my body.  
  
“Unlike other diets where I am feeling hungry all day and food is constantly on my mind, the keto diet has completely eliminated this, I actually NEVER feel hungry with this way of eating!   
  
“I would definitely recommend anyone struggling to lose weight to try these custom keto meal plans as they really have been a godsend for me.”*

–Gary Best, Canada

**Obviously, they deserve a hearty round of applause for their dedicated effort and results. But that’s not why I’m writing you today. I’m writing because YOU can follow in their footsteps, too.**

You can start right now on your journey to a lean and healthy body, and I want to prove it to you.

It’s simple:

[Click here](http://link) to claim your 100%-made-for-you keto meal plan designed to help you lose fat, boost energy levels, and improve health.

We’ll show you what to eat every day to reach your goals in the fastest and most enjoyable way.

In other words, my team and I have done all the "heavy lifting" for you —from determining your calorie and macro intake, to setting up your meal plan, to outlining meal prep instructions, and more.

All you have to do is follow your "paint-by-the-numbers" instructions and reap the rewards.

Enjoy!

{your name}

**P.S.** Remember: you’re covered by a simple satisfaction guarantee that works as follows:

**If, for any reason or no reason at all, you're not 100% satisfied with the service and results, just ask for a refund and you'll immediately get every penny you've paid back.**

That's how much confidence my team and I have in our custom meal plan’s ability to help you get where you want to be.

So, if you’re ready to take control over your weight and health, click the link below because there are no downsides to this offer.

=> <http://landingpagelinkgoeshere.com>

Email 3

**Subject line:**

* Here's exactly what you'll get with your custom keto meal plan
* Here’s what we have for you
* [First name], this is what you’ll get with your custom keto meal plan

**Copy:**

Hey [first name],

Do you want to lose weight but can't seem to create a long-lasting change?

Have you read books and articles and watched videos on how to follow a keto diet, but aren't sure how to put all the pieces together?

Or do you know how to follow a keto diet, but struggle with following through due to a lack of structure?

I get it!

While it sounds simple to follow and succeed on a keto diet, it’s not easy. It takes effort, it takes grit, and it takes preparation.

[That's why I’ve created a custom meal plan service.](http://link)

As you’d expect, this isn’t your run-of-the-mill “here are some recipes brought together from random blogs” meal plan many nutrition ‘gurus’ sell for way too much money.

Instead, we’ll provide you with all the tools you need to reach your ideal body weight and health goals in an effective, convenient, cost-efficient, and enjoyable manner.

**Here’s what you’ll get:**

* An eight-week meal plan created based on the expertise of certified nutritionists, personal trainers, and chefs.
* Meals that have calorie and macronutrient content tailored to your specific situation and goals.
* A nutrition plan with food variety to ensure you’ll get a wide range of nutrients and boost the likelihood you’ll stick to your diet.
* Meals that are based on your food preferences to make your diet enjoyable and help you stay on track with your plan.
* Detailed recipes with step-by-step instructions to make meal preparation super simple (no prior cooking experience needed).
* A downloadable shopping list each week that details every needed ingredient you’ll need the upcoming seven days.
* Options on how you can customize every meal even more to suit your taste buds.

And more…

**In other words, we've done everything we can to design an effective, convenient, and enjoyable meal plan to help you reach your health and figure goals.**

**Click the link below now to get started:**

=> <http://landingpagelinkgoeshere.com>

Enjoy!

{your name}

**P.S.** Want to see some examples? Here, check out these:

*[Insert screen shots of a sample custom meal plan]*

**P.S.S.** Here's what other clients have to say:

*“As of today I've lost 35 pounds, I have no hunger pangs and mentally I feel sharp as a pin. This is definitely going to become a 'way of life' for me as it's so easy to follow... All my meals are planned out for me and I even get a downloadable shopping list with all the ingredients I need for the weekly shop so it really is a doddle.”*

– Katy Thompson, UK

*“I'm 4 weeks into my custom keto diet plan and I've lost 14 pounds which I must say is pretty incredible, it's actually amazing watching my body transform into something I am actually proud of rather than something I have always tried to cover up.”*

–Jessica Grey, US

*“I've struggled with my weight my whole life and it's safe to say that I've tried a LOT of diets... The Keto diet is the only one I've managed to stick to and the weight is literally melting off my body. Unlike other diets where I am feeling hungry all day and food is constantly on my mind, the keto diet has completely eliminated this, I actually NEVER feel hungry with this way of eating! I would definitely recommend anyone struggling to lose weight to try these custom keto meal plans as they really have been a godsend for me.”*

–Gary Best, Canada

**Do you want to be our next success story? Then click the link below and claim your custom meal plan.**

=> <http://landingpagelinkgoeshere.com>

Email 4:

**Subject lines:**

* Do you make these four common weight loss mistakes?
* [First name], do you make these four common diet mistakes?
* [First name], avoid these common weight loss mistakes

**Body:**

If you feel stuck in a rut or displeased with your results, there's a good chance you make one or more of the following weight loss mistakes.

**Mistake #1: Not being in a calorie deficit**

No matter how “clean” you eat and how much you exercise, you’ll never lose weight if you’re not in a calorie deficit.

It works like this:

* If you consume more calories than you burn, you’ll gain weight
* If you consume fewer calories than you burn, you’ll lose weight

That’s a scientific fact*.* [1]

Case in point: Mark Haub, professor of human nutrition at Kansas State University, ate Twinkies, Oreos, Doritos, and protein shakes for two months while maintaining a moderate daily calorie deficit.

The result?

He lost 27 pounds in two months by eating junk food… just because he was in a calorie deficit.

Now, we don’t advice you follow such a diet because that’s terrible for your health, but it proves my point.

**Mistake #2: Adapting a too severe calorie deficit**

If an energy deficit of 300 calories a day will get you lean, a 900 calorie deficit should slim you down three times as fast, right?

Wrong!

A severe calorie deficit will not lead to superior fat loss but actually hurts your progress for four reasons:

* It slows down your metabolism, which means you'll burn fewer calories a day. This sets you up for regaining all the lost pounds once you go off the diet
* Severe dieting causes excessive muscle loss, which hampers metabolism
* Your cravings go haywire, which makes you more likely to cheat on your diet plan or even toss it out the window
* It wreaks havoc on your hormonal health. For example, it spikes the "stress hormone" cortisol, which stimulates muscle wasting and reduces fat burning

That’s why low-calorie diets are doomed to fail. While you may lose some weight during the first few days, you'll regain the lost pounds once your willpower runs out. Plus, you’ll likely gain some weight on top of it.

**Mistake #3: Thinking all calories are created equal**

As mentioned, being in a calorie deficit is key to losing weight. But this doesn’t mean all calories are created equal!

You see, most of us strive to improve our appearance. And to do this, it's not about *weight loss* but instead about *fat loss*.

To lose fat, it’s essential to consider which energy sources you use for your calories.

For example, if you don’t consume enough protein, much of the weight you’ll lose will be muscle tissue.

But, on the other hand, if you make sure you consume enough protein, you’ll maintain your muscle mass, and a significant share of your weight loss comes from actual body fat.

Besides, consuming the right foods is also essential for diet adherence. Simply put, certain foods are more satiating than others, and if you eat such filling foods, it’s easier to stay on track with your diet.

That’s why you want to have a diet with an optimized food selection – a selection based on your own personal situation and goals.

**Mistake #4: Following an unrealistic, overly restrictive diet**

Willpower is like a battery – you only have so much of it until it runs out. And that's why restrictive diets tend to fail in the long-run.

Eventually, they deplete your willpower, which results in binging and makes you lose all your progress.

I've seen it countless times before... a guy or gal who is dedicated to losing weight and getting healthy. He or she starts a diet that only allows foods like tilapia, asparagus, and chicken.

While the results are good in the beginning and the dieter loyally brings their Tupperware boxes with "healthy" meals wherever he or she goes, it only lasts a short time before their willpower – and therefore their diet – goes down the gutter.

**The solution?**

[I’ve created a custom meal plan service](http://link/) for common fat loss blunders like the four outlined above.

**I’ve brought certified nutritionists, personal trainers, and chefs together to create perfect keto meal plans – ones that are effective, convenient, cost-effective, enjoyable, and tailored to you.**

These custom meal plans are developed based on the latest scientific research behind nutrition, so you can enhance your health and figure in the fastest and most doable manner.

And when I say "custom" meal plan, I mean it. Your meal plan is completely designed from the answers you gave during the eight-step questionnaire on our website.

So, are you ready to support your figure, health, and well-being with a tailored-to-you keto diet plan?

If so, click the link below now to get started:

=> <http://landingpagelinkgoeshere.com>

Enjoy!

{your name}

**P.S.** Here’s an overview of what you’ll get by claiming your custom meal plan:

* An eight-week meal plan created based on the expertise of certified nutritionists, personal trainers, and chefs.
* Meals that have calorie and macronutrient content tailored to your specific situation and goals.
* A nutrition plan with food variety to ensure you’ll get a wide range of nutrients and boost the likelihood you’ll stick to your diet.
* Meals that are based on your food preferences to make your diet enjoyable and help you stay on track with your plan.
* Detailed recipes with step-by-step instructions to make meal preparation super simple (no prior cooking experience needed).
* A downloadable shopping list each week that details every needed ingredient you’ll need the upcoming seven days.
* Options on how you can customize every meal even more to suit your taste buds.

And more…

**In other words, we've done everything we can to design a convenient, effective, and enjoyable meal plan to help you reach your health and body shape goals.**

Here’s the link once more:

=> <http://landingpagelinkgoeshere.com>

**References**

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Email 5:

**Subject lines:**

* Is the custom meal plan right for you?
* [First name], maybe the custom meal plan is not for you
* [First name], maybe you shouldn’t buy the custom meal plan

**Body:**

Hey [first name],

Are you still not sure if my custom meal plan service is for you?

If so, I understand.

Honestly, it's not for everyone.

It’s not for people who are happy with their current situation and don't feel the need to enhance their health, figure, and energy level.

It's not for people who are looking for an unhealthy, quick-fix crash diet that depletes their willpower and causes weight to come back immediately upon stopping.

It's not even for people who are "unmotivated," because, as we all know, changing a diet requires commitment and consistency.

Instead, this custom meal plan service is for people who want to be in control of their health and wellbeing.

It's for people who want to finally achieve a figure that makes them feel proud when they look in the mirror.

It's for people who are driven to fix what's unhealthy, heal what's broken, and improve what's lacking, and who believe that no matter the circumstances, something can always be done about it.

And it's for people who want the best for their bodies and lives, and who are driven to eat healthier, feel more energetic, and fulfill their true potential.

**You checked out the meal plan before, so something tells me you'd like to improve your health and wellbeing, which means this service was created for *you.***

**Click here to get your customized meal plan now:**

=> <http://landingpagelinkgoeshere.com>

Tom Hunter

**P.S.** Besides the success stories we get every day, we also receive many questions about the custom meal plans.

Do you have a question? If so, the Q&A below will likely provide the answer.

**Q: The meal plans are $37. Why is it worth my money?**

A: Because it helps you avoid the most significant diet-blunders. Examples being an incorrect calorie intake and improper food selection.

After all, due to misinformation, many people put much effort into losing weight and getting healthy without any results.

If you have a plan you know for a fact works, it gives you peace of mind. You can then finally ignore all the bad nutritional advice out there, and instead focus on your progress and where you want to be.

Another benefit of following this meal plan: you'll learn how proper nutrition truly works. And once you know this information, you'll have no issue with developing your own meal plans in the future.

**Q: How many meals will I eat each day?**

A: You will eat three main meals a day and consume one snack.

**Q: Do I need to be a good cook to make this meal plan work?**

A: No. To use myself as an example, I’m quite clumsy in the kitchen but don't have any problems following the step-by-step meal prep instructions.

**Q: What happens if I’m not happy with the meal plan?**

A: You’re covered by a simple but robust 100% satisfaction guarantee that works as follows:

If, for any reason or no reason at all, you’re not delighted with the meal plans, contact us within 60 days for a full and immediate refund.

So, this is an absolute no-risk investment for your health, figure, and happiness.

Claim your custom meal plan now by clicking the link below:

=> <http://landingpagelinkgoeshere.com>